



## PERU: INVESTMENT OPPORTUNITIES TOURISM

**P**eru has an excellent place as touristic destination worldwide attracting a huge number of investors of this sector thanks to its amazing archaeological sites, its great biodiversity and gastronomy more and more recognized internationally.

### ADVANTAGES: An extraordinary tourist destination

#### MAJOR INTERNATIONAL RECOGNITION

The category of Peru as a tourist destination has been recognized countless times by the most prestigious competitions and international media

- Nine Peruvian attractions are classified by UNESCO as a cultural and natural heritage of mankind.
- The citadel of **Machu Picchu** was named one of “The Seven Modern Wonders of the World” in the contest via Internet organized by the New Open World Corporation.
- Country Brand Index has pointed out Peru as the world’s third destination in inbound tourism and the consultancy agency INMARK of Spain indicates that Peru is the most authentic destination in Latin America.
- The Economist has recognized the Peruvian cuisine as one of the ten best in the world.
- The Latin American Travel Association (LATA), in the World Travel Market (WTM) in London, recognized PROMPERU as the Best Tourist Office in Latin America, the Reserva Amazónica Inkaterra (Inkaterra Amazonic Reserve) (Cusco) as the best Forest Lodge, Aqua Expeditions (Amazon River - Loreto) as the Best Luxury Cruise and the Orient Express chain (for its hotels in Lima, Cusco and Arequipa) as Best Hotel Chain.

#### ATTRACTIVE CULTURAL DESTINATION

Having been the center of the Inca Empire and then the Viceroyalty of Spain in South America, the rich history and significant archaeological monuments do not cease to amaze visitors and even the researchers.

- To the north of Lima, is located the Citadel of Caral, the oldest of America (over 5000 years old).
- Throughout the territory there are archeological pre-Inca cultures such as the Nazca Lines, the complex Chavin de Huantar, the Huaca del Sol and Luna, the mud citadel of Chan Chan, the Royal Tombs of the Lord of Sipan and the walled city of Kuelap.
- Among the Inca archaeological sites, the citadel of Machu Picchu and the fortress of Sacsayhuamansre highlighted, both in the city of Cusco, capital of the Inca Empire.

The Spanish heritage can be identified in the colonial architecture of the main squares, mansions, balconies, churches and convents, many of which have been named the nation’s patrimony.

#### ECOTOURISM DESTINATION

With 84 of the 114 life zones in the world, Peru is considered a mega-diverse country which makes it a unique destination for nature tourism or ecotourism.

A must for bird watchers and orchids. The Peruvian territory is home to 1.730 species of birds and more than 3,000 varieties of orchids.

- There are also 330 species of amphibians, 462 species of mammals and 25,000 species of plants.



- A diversity of scenery ranging from beaches on the Pacific Coast to the Amazon Rain Forest, through the Andes with peaks over 6,000 m
- 8 million hectares of protected natural areas including National Parks, as the Manu, Huascaran and Rio Abiseo and National Reserves as Pampas Galeras, Titicaca and Pacaya Samiria.

## COSMOPOLITAN LIMA

Due to its geographical position, its population of nearly 9 million people, its cultural heritage and economic activity (concentrates over 50% of GDP), Lima, Peru's capital city, has become a cosmopolitan, welcoming and with the highest quality services city.

- Its strategic location in the heart of the South American Pacific makes it an important regional hub. It has a modern international airport, voted the best in South America, from where you can reach in less than 90 minutes any place in the country, and in few hours the main cities in South America;
- Lima has been named as the gastronomic capital of Latin America. Its more than 10 000 restaurants reflect the diversity of a nation that has mixed its culinary traditions with European, Chinese, Japanese, Arabic and African cuisine, among others.
- In the Peruvian capital the largest international hotel chains are has installed such as Marriott, Sheraton, Hilton, Melia, etc.

## DECIDED STATE SUPPORT TO TOURISM

The Peruvian State recognizes the importance of the tourism sector as the heart of decentralized development, promotes tourism investment in the country.

- PROMPERU has a Development Fund for the Promotion of National Tourist that was created to fund tourism promotion. In 2009 the fund exceeded S/.102.6 million.

- Through the website of PROMPERU ([www.peru.info](http://www.peru.info)) domestic and foreign tourists have complete information on routes, transportation and accommodations to plan their visit to Peru.
- The public school CENFOTUR supports the training of professionals in tourism. Also, there are currently more than 30 private schools which ensure the investor an adequate supply of trained personnel.



## STATISTICS: Accelerated and Sustained Growth

- Sustained Growth in tourist arrivals to Peru
- The number of tourists visiting Peru went from 1.5 million people in 2005 to 2.1 million in 2009. Despite the international financial crisis, Peru has continued to receive an increasing number of tourists, thus confirming the country's major tourist attraction.

## EVOLUTION OF ARRIVALS OF FOREIGN TOURISTS TO PERU (2000-2009 in thousands)



Source: MINCETUR, data of September 2009

## Visitors from all five continents

Citizens from the five continents visit Peru. While there is a strong participation of American and European tourists, there is growing interest from Latin American tourists, which by their



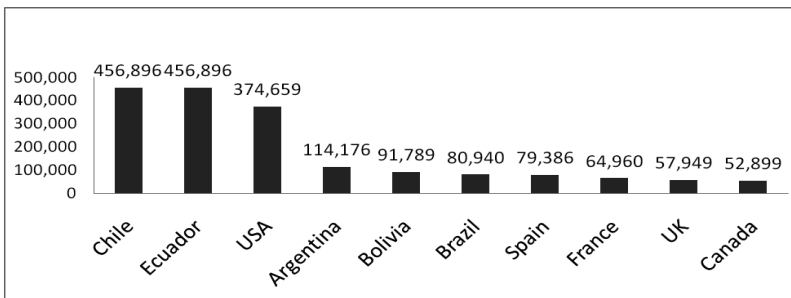
proximity have greater opportunities to travel and even repeat visits. Asia, Africa and Oceania are home markets with a potential being wasted. An interesting indicator is the countries that between 2008 and 2009 show further growth of visitors: USA 15.3%, Canada 22.7%, Japan, Korea, Morocco 32%, Brazil 28.7%, Argentina 25.6%, Panama 22.9%, China 14.9% and Colombia 13.9 %.

**PERSPECTIVES: Many different investment opportunities**

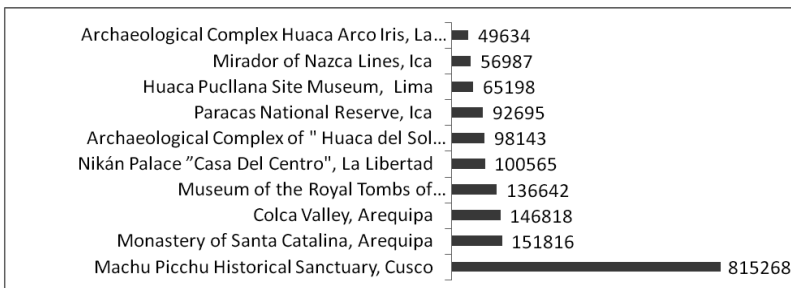
**Opportunities in the South Peruvian tourist circuit**

The South of Peru has as main circuit the cities of Cusco, Puno and Arequipa, and as main attractions the citadel of Machu Picchu, other Inca and Wari buildings, the colonial architecture and natural destinations such as Lake Titicaca, Colca Valley and protected areas of the Manu and Tambopata.

**TOP 10 COUNTRIES OF TOURIST ARRIVALS (2009)**



**MOST VISITED TOURISTIC PLACES (2009)**



**Positioning in the Premium Segment**

The profile of foreign tourists visiting Peru, corresponds mostly to vacationers (6 out of 10) older than 34 years, residents in large cities with higher education with annual revenues exceeding U.S. \$ 60,000. It is important to note that most of them are tourists traveling alone or in groups without children and in a 30% travel to Peru buying luxury oriented travel packages.

- The Southern Circuit can continue to be expanded with the development of new local attractions as the archaeological site of Choquequirao. It can also include new services in existing destinations, but still with limited flow, as the Manu, for example.
- Given the consolidation of this circuit and the international interest in visiting Cusco and Machu Picchu, it is possible to generate congress tourism or incentive tourism in this area.
- There are also many opportunities to substantially increase the quality of experiences offered to tourists, as expanding travel options by helicopter, luxury personalized services or participate in ancient or mystical activities.
- There are new opportunities for investment along the concession area of the Southern Inter-Oceanic Highway, which links Peru and Brazil, where traffic has increased significantly.
- It should be taken into account the potential of the tourist market in this area that seek to receive the best tourist services that can be offered



regarding the mergers in gastronomy and matching.

### **The promise of the North Circuit**

The Northern Circuit has as its main axis the cities of Chiclayo and Trujillo in the Coast, Cajamarca in the highlands and Chachapoyas, San Martín and Iquitos in the jungle. It offers the opportunity to visit Chan Chan, the Lord of Sipan and Kuelap, among the main archaeological sites, and the Reserve of Pacaya Samiria among other natural destinations.

- The biggest attraction of the circuit can be considered the walled city of Kuelap, with the potential to get closer to Machu Picchu in terms of recognition, which opens diverse investment opportunities to develop a variety of services and facilities for visitors.
- The archaeological attractions of the North Coast have a great ease of access from major cities as Chiclayo and Trujillo, who also are just beginning to develop quality tourism services for foreign visitors.
- While special permits are needed, one possibility would be to design new services, for example, allow the participation of specialized tourists in archaeological explorations or in the interpretation of findings.
- It can be searched in the cities of the North Coast ways to provide tourists with quality food service that allow them to taste the dishes prepared in this area, which are mostly marine food.
- A fully untapped potential that has not been fully exploited are the hot springs in

Cajamarca, with rich thermal and transparent water, with appropriate properties for therapeutic and anti-stress treatments.

### **The attractive charm of Lima and its surroundings**

The city of Lima, known as the Cultural Heritage of Humanity, is an attractive tourist destination for vacationers and visitors on business. As undisputed gastronomic capital of Latin America, it attracts travelers from Santiago, Guayaquil, Quito, La Paz and other nearby capitals with the main goal to eat well and enjoy its excellent hospitality.

- Lima stands out for its areas with exquisite colonial architecture, highlighting its churches, mansions and balconies, as well as for its modernity, characterized by new business centers, shops, boutiques and luxury hotels. It is the ideal environment to develop businesses linked to the organization of events, conferences, courses or high-level workshops.
- Several new hotel projects have been announced, the next ones add at least U.S. \$ 1,000 million, many of them in categories of 4 and 5 stars and boutique hotels.
- From Lima you can take excursions or car trips to nearby attractions such as Caral, the Nazca Lines or even the Huascarán National Park. Along these routes restaurants, hotels and various tourist services are being developed.
- Finally, from the industry of prepared sauces or condiments to universities or fine cuisine schools, business related to the Peruvian Gastronomy seems limitless.

For more information, please visit

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